

Memorandum



Date: December 10, 2012

RCA

Agenda Item No. 7(B)

To: Honorable Vice Chairwoman Audrey M. Edmonson
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: South Miami-Dade Cultural Arts Center
Status Report

Since its opening on October 1, 2011, the South Miami-Dade Cultural Arts Center (SMDCAC) has hosted 139 events and seen approximately 48,000 people come through its doors. The Center continues to emphasize its goals of presenting artistically excellent work and developing strong community outreach components in everything that it does. So far ticket sales have doubled from last season. In October, 2011 SMDCAC sold 2,926 tickets and this October, 2012, 4,997 tickets were sold.

In the month of November, SMDCAC presented two Cabaret shows, Jazz and World Percussion with Pedro Alfonso and Friends (November 2-3) and Siempre Flamenco's Café Cantante (November 16-18). The Center also hosted its first country western concert, Asleep at the Wheel (November 17). Rental events in November included The Singing Miamians of Pinecrest (November 3), Actors' Playhouse *Young Talent Big Dreams* (November 10), Miami Symphony Orchestra (November 11), Jessica London photo shoot (November 14), *Marinera* (Peruvian Dance) (November 17) and Miami Youth Ballet's *The Nutcracker* (November 28-December 1).

Education and Outreach events took place in conjunction with Siempre Flamenco's performance including workshops at Homestead Montessori School and Homestead Adult Day Care.

In the month of December, SMDCAC will present Miami Youth Ballet's *The Nutcracker* (December 1) and a holiday concert by Seraphic Fire (December 9) as well as a Cabaret Series performance of *Broadway Songbook* by The District Stage Company (December 28-29). Rental events include The Antiheros Project's production of *Mahogony* (December 8-9), Artistic Dance Theater's production of *The Nutcracker* (December 15), and Greater Miami Youth Symphony's Holiday Concert (December 16).

Attached are pictures from a recent community outreach project called *Are We Democracy?* presented in partnership with Miami Dade College's MDC Live Arts and facilitated by the acclaimed modern dance company Urban Bush Women. More than 60 community members including the South Dade Skills Center (home of the farm workers jobs and education project), Community and Human Services Department (DAHSD) and various students from Miami Dade College participated in a week-long residency on the issue of democracy and civic engagement surrounding the election. This non-partisan project culminated in a FREE public performance at South Miami-Dade Cultural Arts Center on October 27.

From a marketing standpoint the Center has launched an aggressive campaign to reach citizens living in the south of Miami-Dade County which includes outdoor billboards, print and online advertising, radio promotions and public relations and community outreach. Please see the attachment featuring recent outdoor billboards. For a complete listing of upcoming events, please visit the Center's website, www.smdcac.org

BACKGROUND

The South Miami-Dade Cultural Arts Center is located on S.W. 211 Street in Cutler Bay and is a multidisciplinary arts center designed to showcase the performing arts. The design team was led by architectural and engineering firm Arquitectonica International, Inc, and also included: theater consultant Fisher Dachs Associates, Inc.; acoustical and sound and communications consultant Artec Consultants, Inc.; and arts management consultant AMS Planning & Research Corp.

The Center's 966-seat state-of-the-art Theater Building includes a fly tower, orchestra pit, front of house spaces (box office, lobby, restrooms, concessions, etc.), back of house support spaces (dressing rooms, storage and work areas, administrative offices, etc.) and a multi-purpose rehearsal space. The separate Activities Building of the Center houses an informal performance space, and smaller multi-purpose spaces for lectures, classes, or community gatherings. The Center's two buildings are joined by an outdoor promenade leading to a gently-sloping lawn for outdoor concerts and festivals along the Black Creek Canal.

Through Miami-Dade County's Art in Public Places Program, the Center has major public art works created by Miami artist Robert Chambers. An innovative light piece illuminates the translucent inner lobby wall with changing light designs created by computer-programmed LED fixtures. In addition, the lobby features two marble sculptures also created by Robert Chambers.



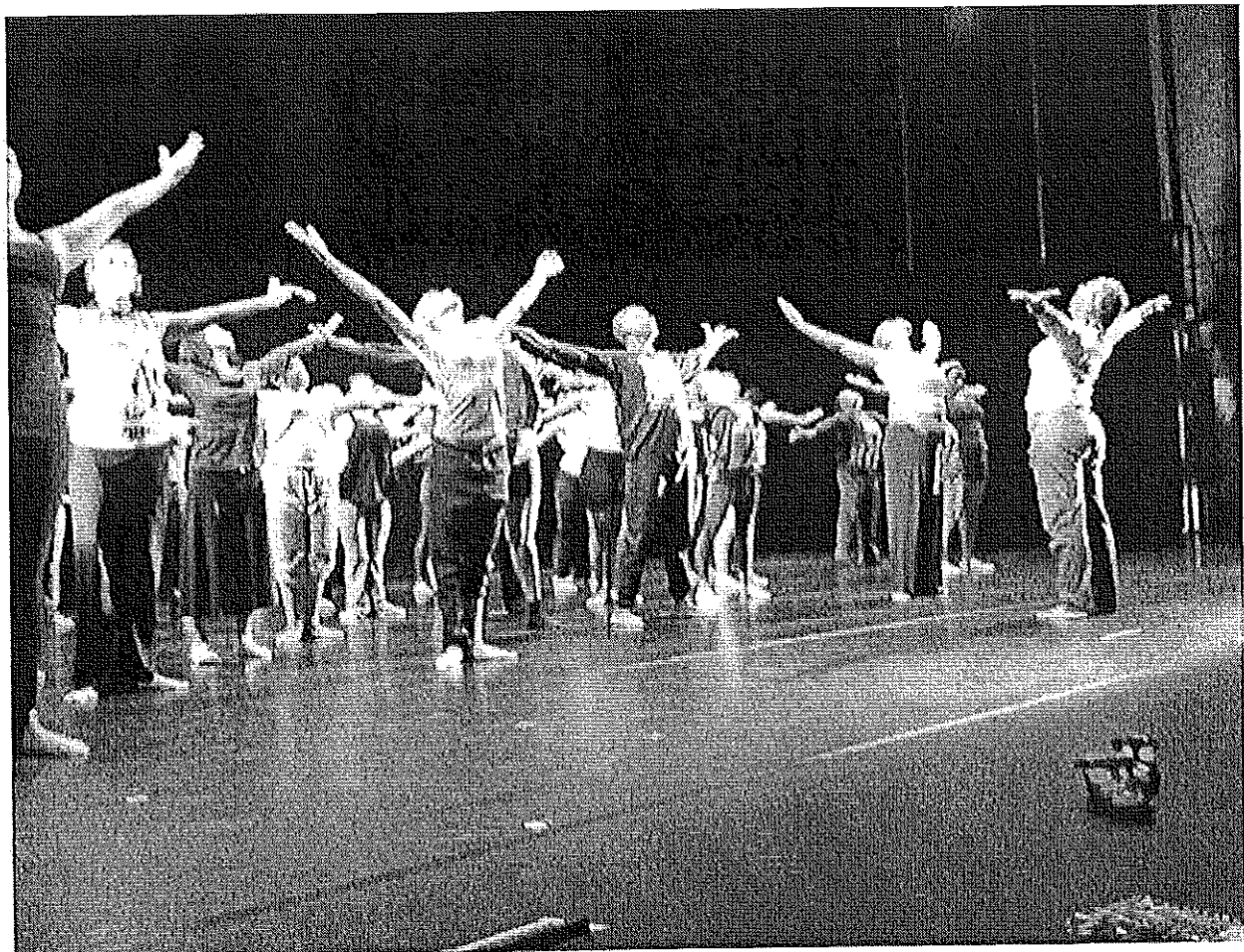
Lisa M. Martinez

Senior Advisor, Office of the Mayor

Are We Democracy?

A Community Project with Urban Bush Women

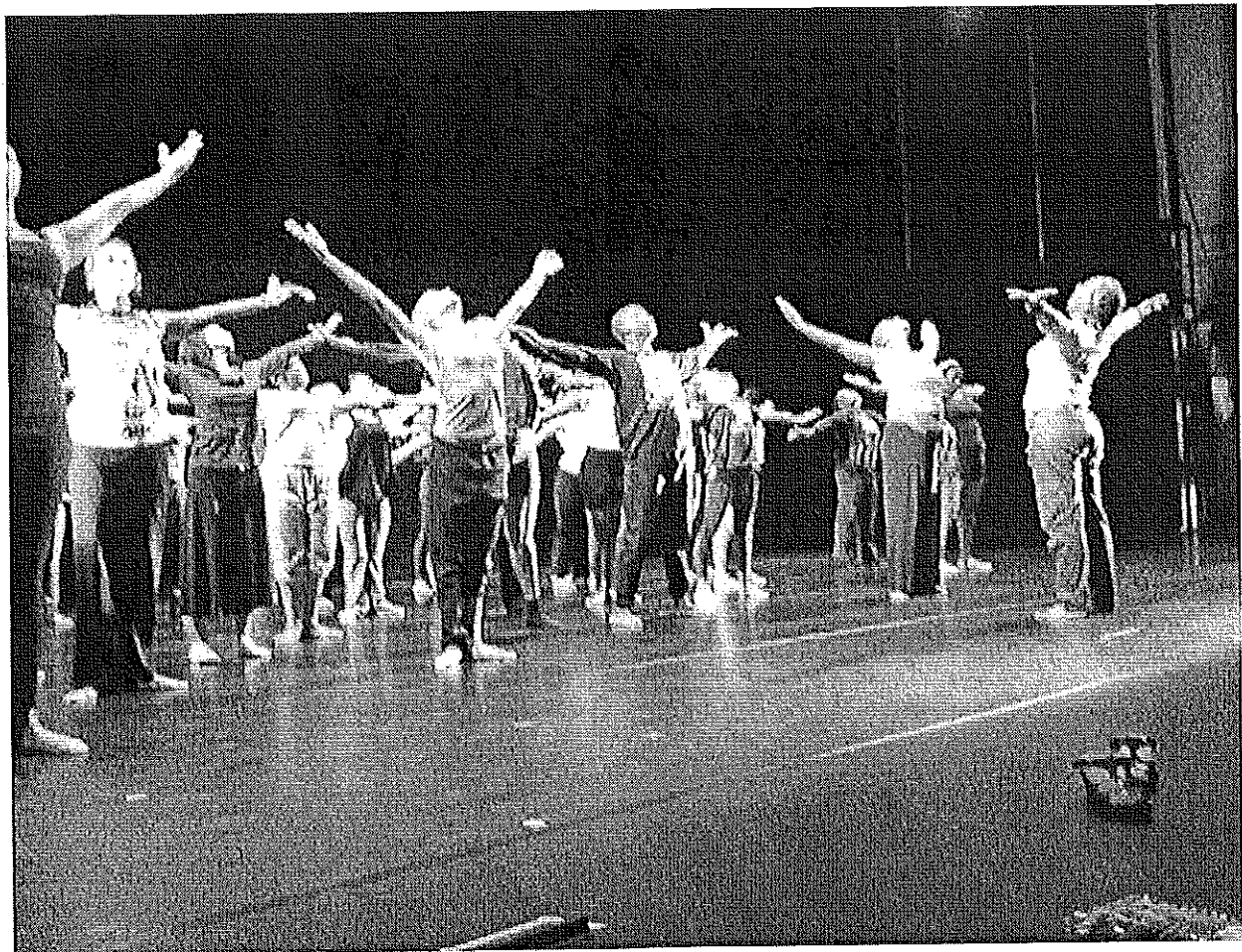
Co-Presented by South Miami-Dade Cultural Arts Center and
Miami Dade Colleges MDC Live Arts



Are We Democracy?

A Community Project with Urban Bush Women

Co-Presented by South Miami-Dade Cultural Arts Center and
Miami Dade Colleges MDC Live Arts



Sample South Miami-Dade Cultural Arts Center Billboards
Locations: I-95 and SW 8th Street/NW 27th Avenue and 836



GO SOUTH!

SOUTH MIAMI-DADE CULTURAL ARTS CENTER PRESENTS

Hail! the acclaimed


COMPAGNIE DE DANSE

Jean René Delsoin

SAT, OCT 20, 8PM

smdcac.org

The billboard features a large photograph of three dancers in dynamic poses. On the left, there is a graphic with the text 'GO SOUTH!' and an arrow pointing to a smaller image of the South Miami-Dade Cultural Arts Center building.



GO SOUTH!

SOUTH MIAMI-DADE CULTURAL ARTS CENTER PRESENTS

ASLEEP AT THE WHEEL

smdcac.org

NOV 17, 8PM

The billboard features a large photograph of the band Asleep at the Wheel. On the left, there is a graphic with the text 'GO SOUTH!' and an arrow pointing to a smaller image of the South Miami-Dade Cultural Arts Center building.



GO SOUTH!

SOUTH MIAMI-DADE CULTURAL ARTS CENTER PRESENTS

THE NUTCRACKER

smdcac.org

SAT, DEC 1, 8PM

The billboard features a large photograph of a ballet performance with several dancers in white tutus. On the left, there is a graphic with the text 'GO SOUTH!' and an arrow pointing to a smaller image of the South Miami-Dade Cultural Arts Center building.